

FIG. 3

Definition 300	The product price should be competitive with comparable, leading products in the market segment and should provide an attractive entry price to this market segment.																									
Information Required 310 311 312	<table border="1"> <thead> <tr> <th>Name</th> <th>Vendor</th> <th>Version/ Release</th> <th>Price</th> <th>Pricing Model</th> </tr> </thead> <tbody> <tr> <td>320</td> <td>330</td> <td>340</td> <td>350</td> <td>360</td> </tr> <tr> <td>Assessed Product</td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>Competitive Product 1</td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>Competitive Product 2</td> <td></td> <td></td> <td></td> <td></td> </tr> </tbody> </table>	Name	Vendor	Version/ Release	Price	Pricing Model	320	330	340	350	360	Assessed Product					Competitive Product 1					Competitive Product 2				
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Measurement Guidelines 370	<p>Compare the product's price to the competitive products. Use the following rating scale:</p> <table border="1"> <tr> <td>5 Price significantly beats competitive product</td> </tr> <tr> <td>4 Price beats competitive product</td> </tr> <tr> <td>3 Price meets competition</td> </tr> <tr> <td>2 Competitive product's price beats assessed product</td> </tr> <tr> <td>1 Competitive product's price significantly beats assessed product</td> </tr> </table>	5 Price significantly beats competitive product	4 Price beats competitive product	3 Price meets competition	2 Competitive product's price beats assessed product	1 Competitive product's price significantly beats assessed product																				
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Deviations/ Considerations 380	<p>A reasonable price premium may be acceptable if product is unique or if product is clearly superior to competitive products in selected criteria measurements.</p>																									